


Monica Revoczi, MA
Interaction Consulting International, Inc.
monica@interactioninternational.org
(208) 424-2241 (208) 861-8834



Got Impact?

Optimizing Your Effectiveness in
Serving Our Communities



**“TELL ME, WHAT IS IT YOU PLAN TO
DO WITH YOUR ONE WILD AND
PRECIOUS LIFE?”**

— Mary Oliver



Overview





Defining Impact





The greater danger for most of us lies
not in setting our aim too high
and falling short,
but in setting our aim too low,
and achieving our mark.

- Michelangelo



Defining Impact – WHY?

- Captures the ideal future state/impact of your organization or collaboration
- Converges diverse interests – galvanizes and streamlines
- Provides internal direction and point of alignment
- Communicates the “why”
- Energizes/motivates staff at all levels
- Engages all stakeholders
- Spurs focused, effective action

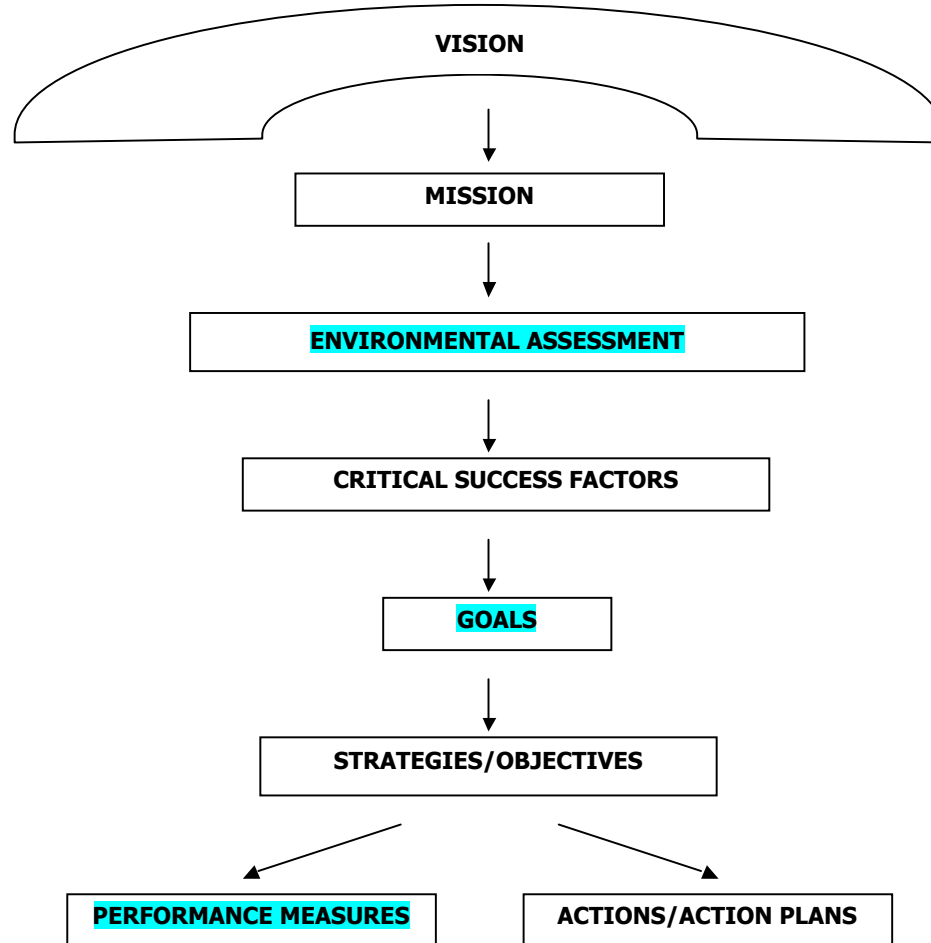
Defining Impact – HOW?

- Clarity on universe of stakeholders
- Visioning – NO DATA
- Environmental Assessment – LOTS OF DATA (business intelligence)
- Distill Critical Success Factors
- Define SMART Goals – focus on outcome/impact, ask “why?”
- Determine Strategies
- Formulate Action Plans





STRATEGIC PLAN ELEMENTS



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**“It’s not the plan that’s
important,
it’s the planning.”**

— Dr. Gramme Edwards



Stakeholders . . .

“Anyone who
influences the success of,
or is affected by the impact of,
your organization.”

- internal
- external



Without leaps of imagination, or
dreaming,
we lose the excitement of
possibilities.

Dreaming, after all, is a form of
planning.

- Gloria Steinem



S.M.A.R.T. Goals

Specific

Measurable

Agreed-Upon/Attainable

Relevant/Realistic

Time-framed



The background of the slide features a series of light gray sun rays emanating from the top center, creating a bright, airy feel. At the bottom of the slide, there is a horizontal strip of vibrant green grass, adding a natural, grounded element to the design.

**All grand strategies eventually
deteriorate into work.**

- Peter Drucker



Questions so far?





Measuring Impact

Measuring Impact – WHY?

- Demonstrates contributions/impact of organizational efforts
- Keeps stakeholders focused
- Cultivates staff motivation, commitment, and productivity
- Earns respect of management and funders
- Identifies ineffective programs/activities that need to be redesigned/discontinued
- Establishes a foundation of knowledge upon which to create the best value for both customers and the organization
- Helps you sleep at night! 😊



Measuring Impact – HOW?

- Ensure clear alignment with goals
AND that all goals are measured
- “Good measures” are easily and economically collected, focused on process versus people, objective, specific, timely, and (most importantly) MEANINGFUL
- Always consider how the resulting information will be used
- Identify existing data sources
- Can measure both tangible and intangible factors

What About the Logic Model?

- Measures Inputs, Outputs, Process, and Outcomes
- Pros and cons
- What is most intuitive, practical, and realistic for your organization?



Implementation Principles

- Develop a Performance Measurement Plan:
 - Description of measure
 - Frequency of measurement
 - Who is responsible
 - Method of communication
 - Audience
- Review progress and results at regular intervals
 - Plan on track?
 - What the results are indicating
 - Action items in response to results
- Communicate and celebrate



Performance Measurement Plan Template

GOAL #	MEASURE AND DESCRIPTION	FREQUENCY OF MEASUREMENT	RESPONSIBLE PARTY(IES)	METHOD FOR COMMUNICATING RESULTS	AUDIENCE
1	Measure Name Description of Measure: Include how data will be collected, and how data will be used for decision-making.	E.g.: weekly, bi-weekly, monthly, quarterly	Include those responsible for data collection AND communication	E.g.: reports, emails, staff meetings, etc.	E.g.: all stakeholders, board, leadership team, all staff, etc.
	Measure Name Description of Measure				
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Additional Considerations

- Organizational culture
- Realistic resource allocation
- Data collection principles: design, administration, analysis, and interpretation
- Isolating the effects





Questions?





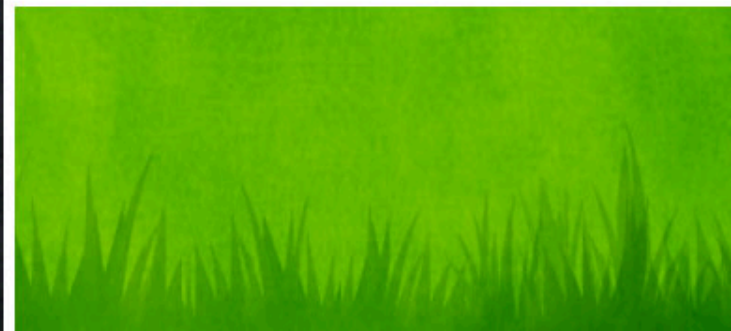
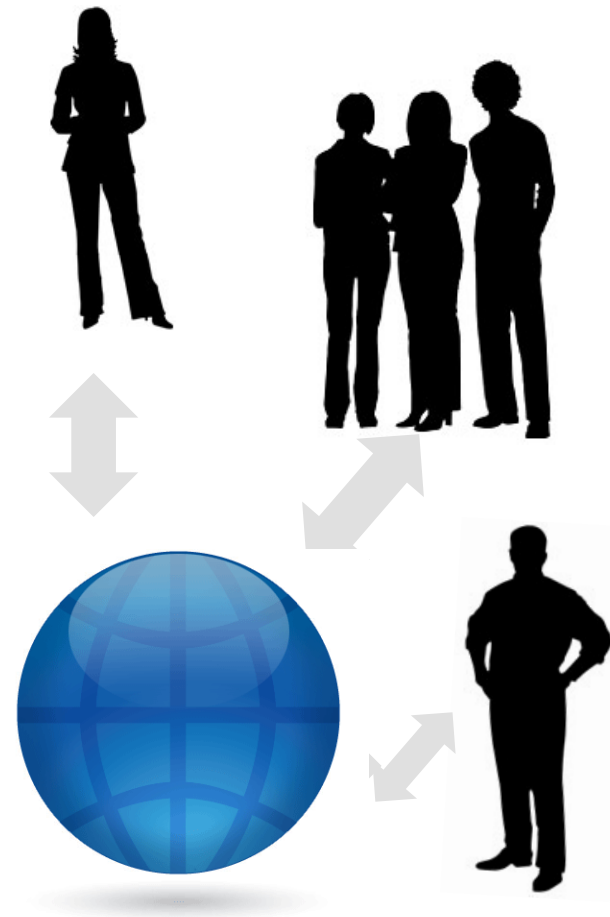
Expanding Impact



Collective Impact Partnerships

A New Kind of Collaboration

- An integrated approach to addressing societal challenges and improving quality of life
- Begins with the desired larger community impact and works backward
- SMART goals define impact; an ecosystem of organizations (all types) is built to achieve the community outcome
- Examples: eliminating hunger, increasing graduation rates, reducing teen pregnancy



Keys to Success



#1. Maximize Human Dynamics

#2. Reinforce Leadership Support

#3. Ensure Relentless Follow Up

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— Mary Oliver



WRAP UP



- Insights
- Questions
- Resources
 - boardsource.org
 - blueavocado.org
 - Collective Impact overview: http://www.huffingtonpost.com/paul-schmitz/collective-impact_b_1920466.html



“There are people who live in a
dream world,
and there are those who
face reality;
and there are those who
turn one into the other.”

— Douglas H. Everett

